AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. XLVIII No. 3

AUGUST | 1928

Per Copy 20c

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American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock Including That Which Has Heretofore Been Imported

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Averill, secy., Dundee, Ill., Jan. 16-18, 1929,
Hotel Sherman, Chicago.
Iowa Nurserymen's Association—Harold
J. Parnham, secy., Capitol City Nurs., Deg
Moines. Nov. 1928, Cedar Rapids.
Kansas Nurserymen's Association—James
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C. A. Tonneson, Sec'y., Burton, Wash., July
1929, Walla Walla, Wash.

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Southern Nurserymen's Association—W. C. Daniels, Sec'y., Pomona, N. C., Sept. 12-13, 1928, Memphis, Tenn.
South Texas Nurserymen's Association—Thomas B. Foster, Sec'y., Denton, Tex, Sept. 12-13, 1928, Memphis, Tenn.
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Twin City Nurserymen's Association—H. G. Loftus, Sec'y., St. Paul, Minn.
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AMERICAN NURSERYMAN --- August 1, 1928

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these subjects and papers prepared for conventions of Nursery
or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes,
Cold Storage Houses, Office Buildings, Fields of Stock, Specimen
Tries and Flants, Portraits of Individuals, etc. All photographs
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"AMERICAN NURSERYMAN" is distinctive in that it
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AMERICAN NURSERYMAN

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES .- BYROW

ROCHESTER, N. Y., AUGUST 1, 1928

No. 3

NURSERY CONDUCT BEFORE NATIONAL PLANT BOARD Quarantine and Inspection Agencies Deliberate Over Operating Methods

The National Plant Board held its fourth annual meeting in Washington, D. C., June 25th to 27th. The quarantine and inspection agencies in each section of the country send representatives to meet in conference and discuss the many difficult problems arising out of plant pest control and inspection work. These representatives are grouped into four regional Plant Boards and each of these groups send two representatives to form a National Plant Board, which thus represents very adequately the inspection and quarantine agencies of the whole country. The members present, and their regional Board representation, were as follows:

Western Plant Quarantine Board: Lee A. Strong and M. L. Dean.

Central Plant Board: A. C. Ruggles and

Geo. A. Dean.
Southern Plant Board: Wilmon Newell
and R. E. McDonald.
Eastern Plant Board: W. C. O'Kane and

W. A. McCubbin.

W. A. McCubbin.

The officers of last year were continued and are as follows:
Chairman, Lee A. Strong, Assistant Director of Agriculture, Sacramento, Cal.
Vice-Chairman, Wilmon Newell, Plant Commissioner, Gainesville, Fla.
Secretary-Treasurer, W. A. McCubbin.

Secretary-Treasurer, W. A. McCubbin, Chief Plant Pathologist, Dept. of Agriculture, Harrisburg, Pa.

Reports were received from the various regional boards on the question of whether the policy of license fees and bonds for Nursery stock is a wise policy to adopt. Three of the boards went on record as opposed to the adoption of such fees and bonds, and the fourth, the Western Plant Quarantine Board voted against this suggestion.

The Board also received reports on suggested principles to be followed in Nursery inspection. These points are as follows:

(1) All Nursery stock should be inspected

in the growing season and at such additional times and places as will provide adequate safe-guard.

safe-guard.

All stock in transit interstate shall bear a valid, dated certificate of inspection, issued by a state or Federal inspector.

(2) A certificate of inspection should in no case be allowed to extend into a shipping season following a period during which the stock might have become reinfested, except with adequate primerective.

with adequate reinspection.
Fumigation should be considered as an auxiliary measure, and not as an adequate

substitute for Nursery inspection.
(4) The jurisdiction of the Nursery inspection officer should extend to the surroundings of the Nursery, as well as to the

Nursery.

(5) A state, considering the issuance of a quarantine or other regulation of interest to another state, shall send notice as far in

to another state, shall send notice as far in advance as practicable to the Federal Horticultural Board, to quarantine officers of other states, and to others in interest.

The reports from all regional boards indicated that these points were finally approved except in one case where two of the clauses had not yet been acted on.

The chairman reported that following the last meeting a statement had been issued at the request of the Federal Horticultural

Board giving the National Plant Board's opinion on the question of the propriety of imposing license fees and bonds on Nur-series in order to make this industry bear the cost of inspection. In accordance with the principles expressed by the Board in connection with ordinary Nursery stock, the Board expressed the opinion that this pro-cedure was not desirable.

Discussion on a recommendation that the National Plant Board prepare and issue an information sheet giving a digest of the various quarantine and inspection requirements relating to the movement of Nursery stock resulted in the opinion of the Board that this digest was more properly the work of the authorities at Washington.

A suggestion was brought up that it would be desirable to have representatives of public carriers, particularly the railways and express companies, invited to attend and express companies, invited to attend future sessions of the National Plant Board when discussions of particular interest to them would be carried on. In approving this suggestion the Board pointed out the excel-lent cooperation that has been obtained in all sections of the country from these pub-lic carriers and voiced its appreciation of the valuable service they are thus rendering in helping to prevent the spread of insects and plant diseases.

A preliminary statement attempting to our line the principles that should be observed in quarantine procedure in general was pre-sented for the consideration of the board by a committee appointed previously for this purpose. The statement submitted met with general approval and the Board requested the members to make careful criti-cism and suggestion after they have given these intensive study. After the final state-ment has been prepared it will be submitted for ratification by all the regional boards and when thus accepted will probably serve as a useful guide to quarantine procedure everywhere.

One of the difficult points which the board has encountered has been the lack of clearhas encountered has been the lack of clear-ness in various state laws as to what con-stitutes Nursery stock. A committee con-sisting of W. C. O'Kane, George A. Dean, and A. C. Ruggles was appointed to study this question and submit for later adoption a definition of "Nursery stock."

Approval was given to the policy of investigating foreign insects and plant diseases before they are brought into this country, so that we may either take meastree to exclude them before entry or be able to quickly and intelligently adopt means of control if they are introduced. In this connection the Board suggested that an attempt might be made to introduce from Asia a parasite on the citrus black fly which is troublesome in Central America regions but has not yet reached this country. If the parasite were introduced on this continent it would be available very readily in case this insect crosses our borders

In session with the Federal Horticultural Board the National Plant Board recommended several features designed to strengthen and extend the port inspection system on which the country depends for the con-clusion of foreign insects and plant diseases. The Board also suggested that efforts should be made to bring before the public

of the country the vast amount of excellent service which is being rendered by the

effort of the Federal Horticultural Board in pest control, and urged that in the gen interests of agriculture the public should be more fully informed on these matters.

Postal Law Changes

The new Postal Law effective July 1, 1928 provides a new service to expedte parcel post delivery. It is called Special Delivery and has the effect of making all classes of mail, except the first, namely, the second-class mail, the third-class mail, and the class mail, the third-class mail, and the fourth-class mail, all have the same expedi-tious treatment as first-class mail in transit, plus special delivery at the office of the ad-dressee by marking the same "Special De-livery" and placing on such mail the following postage in addition to the regular post-age, namely: 15c. on matter weighing not more than two pounds; 25c. on matter weighing more than two pounds but not more than ten pounds; 35c, on matter weighing more than ten pounds.

It is necessary to put on the additional postage as above stated and mark it "Special Delivery. This innovation is a combination of the former "special-handling" service and the "special-delivery" service. It will be seen that the combined service now is cheapthan the sum of the cost of the two for

mer services

Those desiring "special-handling" service transit without "special delivery" at the office of the addressee may, if they desire, secure this service at the following rates, namely, 10c. on parcels weighing not more than two pounds; 15c on parcels weighing more than two pounds but not more than ten pounds; 20c. on parcels weighing more

than ten pounds.
"Special delivery" carries with it also special handling in transit, so that if the mailer purchases special-delivery service now, as above specified, he thereby secures

also special-handling service.

Ruling on Third Class Printed Envelopes

J. Horace McFarland, Harrisburg, Pa, who has devoted much attention to postal rates, some time ago directed the attention of the postal authorities to the desirability of permitting the use of existing envelopes bearing permit numbers for mailing at third-class (under the law in force prior to July 1) rather than to require discarding such envelopes or surprinting with new indicia. Last month Mr. McFarland was advised that the Post Office Department would at once issue orders to all postmasters to accept existing permit indicia until the supply on hand is exhousted. hand is exhausted.

Chase-Buchanan

John Carroll Chase, Derry, N. H., and Florence Anne Buchanan, Brookline, Mass, were married July 14 at the home of the bride's sister, Mrs. John Ogilvy, Vancouver, B. C. Mr. and Mrs. Chase will spend two months on the Pacific Coast. They will be at home in Brookline, Mass., after November 1

ber 1.

Maintaining a record of 32 consecutive
A. A. N. convention trips, Mr. Chase was
promptly on hand at the Denver meeting
after which he went to Seattle, via Calgary, and attended the convention of the
Pacific Coast Association. He is now in
Coronado, Cal. He will be at the Memphis
convention of Nurserymen next month.

PACIFIC COAST NURSERYMEN IN ANNUAL SESSION

National Publicity Campaign Fully Indorsed-Grade Standard Specifications-To Eliminate Unprofitable Rose Varieties

HE 26th annual convention of the Pacific Coast Association of Nurserymen, held in Seattle July 11-13, was attended by representative Nurserymen from the Pacific Coast states and province embraced in the association. Attendance was large. The meetings are increasingly interesting with added years.

The three outstanding projects carefully considered with effective results were:

1-Adoption of a Market Development and Publicity Campaign in cooperation with the plan to be undertaken by the American As-

2-Grade standard specifications more complete than formerly were adopted, with further additions to be worked out by committees, particularly pertaining to evergreens, including the various conifer classes of the Pacific Coast districts.

3-Action to eliminate a large proportion of the unprofitable varieties of roses; encouragement in the growing of newly introduced plants of any Nursery stocks when merits are well established.

High quality productions foremost was urged, as compared with large volume in production, as the aim for satisfaction in profit and service for members of the trade and their patrons.

Some of the problems common to both the landscape and Nursery professions were very carefully considered with much benefit resulting to both interests.

Walla Walla, Wash., is the convention city chosen for 1929.

The following officers were elected:

President-C. D. Hobbs, Milton, Ore.

Vice-Presidents-At large, B. R. Sturm, Toppenish, Wash.

For California-George C. Roeding, Jr., Niles, Calif.

For Oregon-C. E. Moyer, Roseberg,

For Idaho-Mrs. Florence Wright, Kimberly, Idaho.

For Utah-F. W. Walton, Salt Lake City, Utah.

For Washington-F. A. Castle, Seattle, Wash.

For British Columbia-George Fraser, Ucluelect. B. C.

Executive Secretary-C. A. Tonneson, Burton, Wash.

Trustee for 3-year term, F. W. May, Yakima. Wash. Member publicity and education commit-

tee, E. B. Chenoweth, Mt. Vernon, Wash.

Executive Committee-C. B. Miller, Milton, Ore.; H. E. Krause, Spokane, Wash.; J. W. Adams, Richmond Beach, Wash.

Revision of Constitution and By-laws-M. McDonald, C. A. Tonneson and A. Brownell. Cherry-Root Stocks-A. McGee, S. A. Miller, A. T. Gossman.

ler, A. T. Gossman.

The unique feature was that for the first time business sessions were confined to the mornings only, leaving the afternoons for recreation. This plan necessitated the preparing of reports by committees prior to the convention. Committee meetings were held from 7:30 to 9 in the mornings.

The meetings were called to order by President Charles Malmo, Seattle, and the welcome address was given by Fred P. Matthys, representing Mayor Frank Edwards, and Willis Brindley, of the Seattle Chamber of Commerce.

All committees reported, some of the most important reports covering grades for ever-



C. A. TONNESON, Executive Secretary Burton, Washington

greens, deciduous stock and roses, publicity and education, market development, landscaping.

grades for evergreens. New grades for evergreens, deciduous plants and roses were adopted after much discussion, these following very closely those adopted by the American Association of Nurserymen at the meeting in Denver. The publicity and education committee stressed the point of "cooperation instead of competition" in advertising, also educating the public to quality in Nursery stock and

the public to quality in Nursery stock, good roots as well as showy tops. They also urged the keeping of an active list of speakers available for speaking before organizations when called on.

A very interesting and instructive report



CHARLES MALMO, Seattle, Wash.
Retiring President Pacific Coast Assn.
Nurserymen

was given by the committee on reforesta-tion, C. D. Hobbs, Milton, Ore., chairman. This report will be printed in booklet form for distribution, upon application to the executive-secretary, C. A. Tonneson, Burton,

The following new committees were created, members to be appointed by the new president, to work during the coming year and report at the next annual meeting: Nomenclature, root stock for grafting sour cherries; commissions for landscape archi-

Great stress was laid throughout the convention on organization within the trade and raising of standards and quality, orderly production, cooperative advertising and elimination of unsuitable varieties, as well as the introduction of the newer and better varieties of all kinds of Nursery stock and bubbs.

bulbs.

The first afternoon was spent in a motor trip, covering the parks, boulevards and landscaped places in Seattle, after which a get-together dinner was held at the Olympic Hotel. The toastmaster of the evening was George Lawler, Tacoma, Wash. The main speaker of the evening was Dr. Karl Liebe of the School of Business Administration at the University of Washington. A friendly the University of Washington. A friendly and enjoyable time was had. The second

afternoon was spent in a boat trip, circling the city harbor, then through the locks and into Lake Washington, where the Nurserymen disembarked at Leschi Park and supper was served on the lawn. A surprise feature of the supper was a large birthday cake in honor of C. A. Tonneson's twenty-fave years of continuous service as executive-secretary and treasurer of the association. Mr. Tonand treasurer of the association. Mr. Ton-

and treasurer of the association. Mr. Tonneson received also a purse in appreciation of his work, donated by members of the association. Around 300 members and friends of the association attended this supper.

As a welcome to the Nurserymen, a miniature house completely landscaped was displayed in the center of one of the downtown streets, just outside of the Olympic Hotel where the convention was held. This miniature landscape was designed by Malmo & Company. Seattle, and attracted a great deal Company, Seattle, and attracted a great deal of favorable comment, both from Nurserymen and outsiders.

The business meetings adjourned at noon on July 13th; some of the Nurserymen, howon July 13th; some of the Nurserymen, now-ever, staying over the week-end in Seattle visiting Nurseries and neighboring points of interest on Puget Sound, the lakes, Mount Rainier, and Victoria and Vancouver, in British Columbia.

"The Cultivated Evergreens," edited by L. H. Bailey, is now available in a new edition at \$3.15. Price of a copy of the first edition was \$5. Alfred Rehder, Henry Hicks, E. Bollinger and others contribute to the volume which is regarded as a leader on the subject A copy of the host will be on the subject. A copy of the book will be sent postpaid on receipt of price by American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

H. Lloyd Haupt, who has been assisting The Du Bois Press in its Horticultural Department, has returned to his old home at Hatboro, Pa. The Du Bois Press Horticultural Department will continue to serve the Nurserymen with copy, lay-out, and service under the personal direction of A. F. Du Bois

Rice Brothers Co., Geneva, N. Y., has increased capital stock from \$150,000 to \$200,000.

@bituary

Charles W. Carman

Charles W. Carman, aged 62 years, died of heart failure at his home in Lawrence, Kan., July 16. He is survived by his wife, Mrs. Elizabeth D. Carman, a son, Charles B. Carman, of Miami, Okla., a brother, William B. Carman, Attica, N. Y., and four sisters, Mrs. Sam Booth and Miss Charlotte Carman, Attica, N. Y.; Mrs. Julia Ewell, Palo Alto, Cal., and Mrs. Alta Cary, Livonia, N. Y.

Mr. Carman's early experience in the Nur-Mr. Carman's early experience in the Nur-sery business was with Charles H. Chase, Rochester, N. Y., whom he visited last year, and I. E. Ilgenfritz' Sons Co., Monroe, Mich. He went to Lawrence, Kan., in 1896 and as-sociated himself with A. C. and T. E. Griesa, sociated himself with A. C. and T. E. Griesa, later to engage in the business for himself. He served two terms as chief of police of Lawrence. He was elected commissioner of public utilities in 1926, which position he held at the time of his death. Mr. Carman was member of all Masonic bodies and at the time of his death was secretary of Lawrence Lodge, 595, B. P. O. E.

James H. Logan

James H. Logan
James H. Logan, 86 years old, producer
of the loganberry and noted amateur horticulturist, died in Oakland, Cal., July 16.
He was a well-known jurist, formerly
Superior Court judge and district attorney
in Santa Cruz, Cal. The loganberry, a
blackberry and raspberry hybrid named
after him, was presented to the University
of California by Mr. Logan for "the benefit of the people of the nation."



C. D. HOBBS, Milton, Ore. President Pacific Coast Association Nursery-men Receiving the Gavel from Retiring President Malmo

A. A. N. Publicity Secretary

At the Denver convention, as announced in the July 1 issue of the American Nurseryman, Prof. C. E. Cary, St. Paul, Minn., was named secretary of the publicity committee of the A. A. N., with headquarters in Davenport, Ia., in the offices of the L. W. Ramsey Company which has charge of the National Publicity Campaign.

After completing his college work at the Universities of Minnesota and Wisconsin where he specialized in forestry, horticulture and landscape gardening, Mr. Cary entered the employ of Holm & Olson, Inc., St. Paul, Minn. Here his work consisted of general landscape service duties. This was followed by a year in private business. In the late winter of 1914 he became assistant in the landscape service department of the Rose Hill Nursery, John Hawkins, proprietor. Here he remained until the outbreak of the World War when he enlisted in the Minnesota National Guards, spending 10 months in service. Upon his return to Minnesota in 1919, he took charge of the landscape service department of the Rose Hill Nursery, in which position he remained until Oct. 1, 1923. At this time he became assistant professor of horticulture, in charge of the section of landscape gardening and in charge of campus development work, at the Minnesota College of Agriculture.

At the university his work has consisted of teaching activities, development work upon the campus, research work in ornamental horticulture, and extension and general service work about the state. Mr. Cary kept very close contacts with the Nursery industry during this period through short courses which he has established for Nursery salesmen at the university, and through his attendance at sales schools put on for various Nursery firms in the Northwest. He has had charge of the floriculture department at the Minnesota State Fair for four

A. A. N. Publicity Campaign Heartily Indorsed

Action by Pacific Coast Association of Nurserymen in Annual Convention in Seattle, Wash., July 11-13, 1928

Your committee appointed to consider the report of the executive secretary, C. A. Tonneson, particularly with reference to the project of cooperation with the American Association of Nurserymen in a National Market Development and Publicity Campaign recommend:

That the Pacific Coast Association of Nurserymen favor the plan as proposed, urging its membership to take part so far as possible, based on a ratio of subscriptions not to exceed one-half of one percent on gross business transacted yearly, covering a period of four years;

That a Market Development and Publicity Committee composed of the standing Committee on Publicity and Education and at least one member from each state and province embraced in the Pacific Coast Association territory be elected to serve in directing the affairs of such campaign for the mutual interests of Nurserymen on the Pacific Coast, in connection with members of the American Association throughout the country;

That such committee of the Pacific Coast Association be empowered to carry on the work through one or more subordinate committees as may appear to them practical to render most efficient service;

That the funds subscribed for the purpose in view of this campaign be paid to the secretary-treasurer of this association who will be ex-officio member of such committee and will be authorized to make payments for bills and vouchers audited and countersigned by the chairman of the Market Development and Publicity

We further recommend and urge that all members of this association aim and strive for high quality standards in every line of production of Nursery stock undertaken; that quality in keeping with standard specifications be considered first and paramount to quantity volumes;

That on the Pacific Coast, efforts for market development be largely directed through educational methods, by means of illustrated lectures and the distribution of suitable literature in connection with other plans and agencies for publicity, and that we assist wherever possible in the organization and direction of garden club work and encourage the promotion of garden contests, flower shows and city beautiful campaigns.

Submitted on motion to adopt by the Committee.

George Lawler,

Chairman A. McGee, Albert Brownell, C. B. Lewis

Adopted by unanimous vote. C. Malmo, President, C. A. Tonneson, Secretary. The vice-presidents were directed to serve on the Market Development Committee for respective states and province as previously indicated.

S. A. Miller,



PROF. C. E. CARY Publicity Secretary, American Association of Nurserymen

years, and has been general manager of the annual iris, peony and garden flower shows for five years. For the past two years he has held the presidency of the Northwest Peony and Iris Society. He is a life member of the Minnesota State Horticultural Soclety and honorary member of the South Dakota State Horticultural Society. He is a chapter associate of the American Society of Landscape Architects and a member of the American Iris, Peony and Delphinium Societies.

Mr. Cary will move his family to Daven-

port. Ia., on or about August first where he will be in close contact with the L. W. Ramsey Company in the furtherance of general publicity work for the American Association of Nurserymen.

Pacific Coast Experiences

Mr. and Mrs. C. W. Vredenburg, Rochester, N. Y., after the Denver convention made the complete circuit of the Pacific Coast, into British Columbia and across Canada to Toronto. They were absent from Rochester exactly four weeks.

"Every day of that time was one of complete enjoyment," said Mrs. Vredenburg upon her return. "The welcome and entertainment was of the heartiest kind at every

on her return. "The welcome and entertain ment was of the heartiest kind at every ment was of the heartiest kind at every point and most unusual opportunity was afforded for wonderful sight-seeing. The itinerary provided by Nurserymen of Northern California, as published in the American Nurseryman, was observed to the letter. Equally interesting was the time spent in Los Angeles and vicinity. And in Portland and Seattle and at Vancouver, B. C., we were again the center of attention. Never again do we expect to see so much of great interest in so limited a time. We were on

again to we expect to see so much or great interest in so limited a time. We were on the move continually. "The ride across the Canadian provinces of the West was particularly interesting. Our party was small by the time we reached the northwestern states. I am sure that if more had known what was in store for them they would have strained a point to proceed. So many things were viewed that it is im-practicable now to enumerate. We are greatly indebted for kind reception and attention on all sides.

Others of the eastern party expressed similar appreciation.

The name of Griffing Nursery and Nation Bulb Co., has been changed to Florida al Bulb Co., has been change Bulb and Nursery Corporation.

ORDERLY PRODUCTION WITH MARKET DEVELOPMENT

Important Adjunct to Successful National Publicity Results-Pacific Coast Surveys

By C. A. Tonneson, Executive Secretary Pacific Coast Assn. Nurserymen, at Denver Conuvention of A. A. N.

N the consideration of Orderly Production in Connection with Market Development, it appears opportune to relate some of the experiences of Nurserymen on the Pacific Coast, covering the past thirty years.

It was determined at an early stage that the natural environments of the Pacific Coast was suitable to commercial fruit growing. Laws were enacted establishing Boards of Horticulture in each of these States and publications issued by these organizations were replete with information covering every essential phase of horticulture and its development commercially.

The press, including rural class journals, newspapers and the various publications generally, were strong promoters in what was considered to become a leading industry. This also led to orchard promotions by real estate agents and, combined, these forces were strong factors in creating a demand for trees in superlative fashion.

In consequence the Nursery business flourished to the extent, at times, of there being a question of how to supply the demand. In other words market development for Nursery stock was profuse beyond most optimistic anticipations.

Following this early stage, which was a time of more or less experiment as to adaptability of location and soils best suited for certain varieties commercially profitable, there was a marked decrease in demand for Nursery stocks, resulting in large brush piles with heavy losses to the fruit tree grower. Nurserymen, continuous market development, to absorb, being out of the question.

At the close of the world war the supply of Nursery stock, in general, was rather low, owing largely to the skilled help having been called into service, with resulting strong prices for trees which again stimulated propagation causing over-production of various commercial classes and varieties, with resulting depreciation of values.

SYSTEM OF SURVEYS

It was then decided by the Pacific Coast Association of Nurserymen to establish a system providing for surveys to be made to ascertain totals in fruit stocks being grown each season, in advance, and of seedlings being lined out for trees to be delivered the year following. This information serves for comparison, with marketing possibilities, based on the business operations of the previous year and prospective changes in commercial fruit marketing conditions and has become one of the strong factors for maintaining more orderly production of trees for commercial fruit grow-

Another factor was the elimination of varieties not generally planted, which was accomplished about eight years ago through a committee appointed for the purpose, when 177 varieties were discarded, which included 90 of apple, 22 pear, 18 plum, 6 prune, 6 apricot, 5 almond and 3 nectarine.

Orderly production has included maintenance for a high percentage of accuracy in essentials of being true to label, specific type and other desirable qualities which can better be made possible with the fewer varieties propagated, of which the characteristics are quite readily determined when growing in the Nurseries.

The strong incentive for orderly production, is and necessarily must be for the mutual benefit, but in final analysis for self protection. Very few of the Nurserymen have taken chances, during late years, to propagate more heavily than totals and the general outlook would indicate advisable, with the idea of forcing market expansion, which they find both impractical and unprofitable, beyond certain limits.

Total losses from over-production of fruit tree stocks, at intervals during the past 25 years, on the Pacific Coast, above what could possibly be sold profitably runs over the million dollar mark and serves to emphasize the importance of orderly production in broad meaning of the term in connection with any or all forces employed in market development.

Regarding ornamental stocks in the Pacific Coast districts, surveys indicate, at the present time, that values in total are about equal to the entire worth of all fruit trees in the Nurseries, and Nurserymen engaged in that line are becoming fully aware that production and marketing possibility should be carefully coordinated for a desired measure of satisfaction both to themselves, their patrons and the public, generally.

IMPORTANCE OF GRADING

First in the matter of standardization and grade specifications, Nurserymen throughout both east and west appear to be seriously in need of formulating standards by which comparative values can be indicated. Market development implies something definite to market. A few months ago the Pacific Coast Association of Nurserymen undertook to educate the public as to merits of different grades of roses, but found Nurserymen themselves were not agreed as to grade specifications. That being the case, why any complaint when so large a per cent of the public purchase this class of ornamentals in 2nd and 3rd grades at the bargain counter rate, presuming to get as good plants as Nurserymen sell under grade No. 1 at fair prices?

Again in the matter of roses, a practice is established within the trade designating grades in terms of No. 1, No. 11/2 and No. 2, the significance of which is understood by members of the trade, but in the minds of the buying public the term 1st, 2nd and 3rd is more readily understood as applying to grade specifications generally and why make it necssary, in many cases, to explain that Grade No. 1 is better than grade No. 14, an added expense in any form of market development. The Committee on Standardization will recommend to substitute the word "medium" for the term No. 11/2 in the retail trade, which is more significant to convey the idea intended to be understood by the buying public.

Along the public highways are places, here and there, where Lawson Cypress and some other classes, up to 3 foot sizes, may be obtained retail at a dollar each, buyers being unaware of essentials for good transplanting form and condition, a fundamental in orderly production which with evergreens is a vital factor in market development.

The survey conducted by the L. W. Ramsey Co., to be presented to this convention, shows painstaking efforts, is illuminating and indicates great opportunity for market development. On the Pacific Coast, conditions differ materially in various forms, from other parts of the country. The people are highly sensitive to any marked changes which will in any way detract from our valuable commercial fruit industry. Our quarantine laws are stringent and all classes of ornamental trees and plants are subject to regulations for preventing introduction and spread of injurious insects and plant diseases.

FOR GRADUAL DEVELOPMENT

A very large part of the home ground plots are yet in a preparatory condition, and in numerous fruit districts the commercial orchards now established form a large part of the aesthetic plantings. In estimating a thirty to thirty-five percent completed plant of ornamentals and fruit stocks for domestic purposes it would not be practical to assume that the balance up to 100 percent could be made available for immediate development. It would be safer to figure for the west coast section a gradual increase each year running from five to ten per cent, based on average development covering past few years.

Market development here in aesthetic horticulture, is largely a matter of education, a gradual progress for the highest measure of satisfaction to all interested and orderly production, in all phases implied by the term, will aid any practical undertaking in market development.

From a broader viewpoint where the production of stocks and distribution are more distinctively separate activities, as for the retail trade in which orders may average less than \$10 each, but with ultimate totals running into the millions, the established practice for those having efficient retail selling organizations is to make specific specifications for the growing, or in the selection of what is required to suit this class of trade and the question arises will not the growers in general, especially those dependent on making connection with the retail distributors, be governed accordingly as to type, sizes and volume in production. It is true that orderly production has been directed or guided by such influence to a certain extent, but it is the experience of the trade on the Pacific Coast that in proportion as there is market development activity that the total volume of production is increased in greater proportion and when two or three times as much stock is produced as a potential market can be developed to absorb, market values fair alike to producer and consumer become demoralized, which in turn again tends to lower quality standards in many of the producing Nurseries. Therefore, measures have been adopted to serve as guide in the matter of keeping production, on the whole, as nearly co-ordinated

FLORISTS PUBLICITY CAMPAIGN FEATURES OF INTEREST In View of Undertaking in the Nursery Industry

Treasurer B. W. Murphy of the Society of American Florists, reports as follows regarding progress of the national publicity campaign of the florists of the country—a subject of special interest to Nurserymen who are undertaking similar work:

The national publicity campaign of the florists of the United States can be divided into three cycles. During the first cycle there were annually spent amounts varying from \$46,000 in a year down to \$3,000 in The second cycle was our one year. \$1,000,000 campaign covering a period of four years. During this campaign about \$800,000 has been set aside to be spent for national publicity. The third cycle of our advertising will commence when the \$2,000,-000 has been collected. At the present time we have \$1,700,000 to \$1,800,000 on signed agreements toward the completion of the \$2,000,000 campaign.

The above lay-out for national publicity is recognized as one of the greatest advertising plans ever known in the business industry of this country. While the campaign is going through the various cycles there has been an increased sale of flowers which has justified the increase and the additional expense as planned. Manufacturers of the various allied industries are all today well pleased, as there has been an increase in the sale of fertilizers, glass, baskets, ribbons and other material which goes toward the growing and preparation of flowers for their sale to the ultimate consumer.

The florists of this country should know that they have an investment in the slogan, "Say It with Flowers," that no other industry has. That slogan has been estimated to be worth \$160,000,000 by the advertising experts of this country. That slogan is our investment, and if the above figures are correct there is no reason why five per cent of this investment should not be spent in advertising, the same as every other business does. This would mean an annual spending of \$8,000,000 for publicity. Today we only spend one-half of one per cent of that amount. Through the procedure followed by your publicity committee, we are gradually approaching an adequate spending in advertising that will eventually bring about a situation in which the slogan, "Say It with Flowers," will be working every minute of the year.

A resume of the money spent in the last four years shows that only about threefourths goes into national magazine advertising. The balance is used to encourage aggressive merchandising and constant local advertising.

In addition to the free service, free mats and free billboard paper, the publicity committee has established an advertising service department located at Indianapolis, Ind. This service will furnish at actual cost the following advertising material: Monthly truck signs, window flashers, slogan electros. membership seals, gummed labels, embossed letterheads and stationery, envelope stuffers, blotters, motion picture slides, miniature postal panels, advertising tire covers.

All of the above are sold at actual cost plus a ten per cent overhead charge in handling of same. In addition, many of these commodities are bought in large quantities, which materially reduce the price to our subscribers.

The publicity committee has arranged for newspaper write-ups to be sent at regular intervals throughout the country. These are articles of advertising. Many newspapers publish these articles as items of news, with the result that our records show that during the past six months, from the printed copies sent into our Indianapolis office, over 46,000 lines have already been printed. This could not be obtained for any price, and it is a form of advertising that requires great skill and necessarily an expert along the lines of writing copy that is news and at the same time carries the advertising feature.

The subscribers to the campaign fund are made up of growers, retailers, supply firms, greenhouse construction firms and all the allied industries. We have over 4,000 subscriptions to the new \$2,000,000 campaign. The collection of this money started December 1, 1927, and up to date our shrinkage has been less than five per cent, or about \$10,000, on the gross amount. Even in this shrinkage, through a collection service which we have established, we are averaging \$500 every day from these delinquent accounts.

The publicity committee is composed of men who are leaders in the trade. They are not paid one cent of salary. They receive their railroad fare and sustenance only. They met four times a year and work from one to two days, and it is surely hard work that is put in by this committee.

The trade relations committee of the A. A. N. recommended in Denver that cemetery associations be granted a 20 and 2 per cent discount; this was adopted. Clarence Siebenthaler, committee chairman, made the report.

with the market, in every way possible to be developed.

HOW ORDERLY PRODUCTION APPLIES

Market devlopment, as contemplated by advertising on a large scale, with attending publicity, is a source of power sure to increase demand; but stability of the entire Nursery business will be influenced accordingly as orderly production is given proportional attention as a fundamental in this forward movement.

In the United States, there are at present more than 25 active state and regional Nursery organizations. If a bureau and system is established by the American Association at this time, whereby these locals would serve cooperatively as representatives for their respective localities or districts in matters of production as to volume, adaptability of classes and varieties, and other necessary preparations for marketing conditions, with a Bureau of the National Association as clearing house for the information developed, it appears a strong influence could be brought to bear in con-

nection with market development, increasing the total volume of trade in a manner to afford general satisfaction to all interested.

Propagators, or growers of Nursery stocks, may be likened to the manufacturers,—there are the wholesalers and retailers as in other lines of trade—their interests ought to be, and in final analysis are mutual. Advertising and publicity, which means to tell, to make known, and market development—a growing trade with a reasonably satisfactory margin of profit to each of these departments—must be embodied in the fundamentals for stability of the entire Nursery business.

Co-operation for betterment throughout is the trend in other lines of the rural industries, in the manufacturing activities and in world wide business circles. Nurserymen merit a fair measure of profit for the rank and file of members engaged in the vocation. At the same time, we need to strive for avoidance of what is popularly described the past season as profitless prosperity, and it can be done.

ILLINOIS NURSERYMEN'S ASSOCIATION

N. E. Averill, Dundee, Secretary

Annual Outing In Benton Harbor

There will be a joint meeting of the Illinois State Nurserymen's Association together with the Michigan Association of Nurserymen at Benton Harbor, Michigan August 8. This will consist of more of a get-together meeting for a general good time than a strictly business event. A good lively program is being arranged and a real outing will be enjoyed by all who attend this meeting.

They have a fine amusement park at Benton Harbor where the first evening can be spent, with ample facilities for a short dinner the next day, and music will be furnished by the Weller Nurseries.

This is our second trip to Michigan and it is planned to make this an annual affair.

Secretary N. E. Averill makes the follow-

ing announcement:

The Michigan Nurserymen's Association have invited us to spend the day with them at Benton Harbor, Michigan, on Wednesday, August 3th.

August 3th.

We will leave Chicago at 9 o'clock, standard time, 10 o'clock, daylight saving time, from the Navy (Municipal) Pler on the S. S. City of Saugatuck. Wednesday night will be spent in Benton Harbor. Returning to Chicago Thursday evening. Fare \$2 for the round trip. Complete entertainment features are being worked out by the Michigan Nurserymen's Association.

Says the Chamber of Commerce: The location of the Twin Cities of Michigan is unique among the cities of the United States. The gateway to Western Michigan, the "Play-ground of the Nation," the Heart of the Great Michigan Fruit Belt, there being raised within a radius of twenty-five miles of these two cities more foodstuff from the standpoint of value than in any similar sized spot on the face of the globe; the center of hundreds of miles of hard-surfaced roads, the fifth largest manufacturing center of malleable castings in the United States—this is St. Joseph and Benton Harbor.

Ninety miles from Chicago by rail or auto; and sixty miles by boat. A few hours' drive over paved roads from Columbus, Ohio; Louisville, Ky.; Springfield, Ill.; Indianapolis, South Bend, and other Indiana cities.

Shelter Belts Have Money Value

Through the protection they afford cultivated lands, shelter belts have a definite money value, says the Forest Service, United States Department of Agriculture.

Observations on a number of farms in the

Observations on a number of farms in the Great Plains region lead to the estimate that a shelter belt will add from \$500 to \$1,000 to the sale value of a farm at the end of 10 years. Figured at 6 per cent this gives the shelter belt a present value of from \$200 to \$550. The cost of material for planting a shelter belt ranges from \$25 to \$250, the total cost of material, labor, etc., averaging about \$150.

Practically a full year of soil preparation is necessary before planting trees in the Great Plains region, and the soil must be cultivated for from three to five years after planting, until the trees assume control of the area. Eventually, in addition to affording crop protection, a shelter belt will furnish fuel wood and fence posts for the farm.

Recent Incorporations—Monte Vista Nursery Co., Mentor, O.; \$1000; Stephen E. Craga.

When writing to advertisers just mention

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Plant ing News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

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ROCHESTER, N. Y., AUGUST 1, 1928

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1898, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Raiph T. Oleot, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelod lines.

"The dean of Nursery Trade Journalists."—John Watson.

IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and

matriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fast to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and

The Mirror of the Trade

A PERTINENT INQUIRY

In his report of the nomenclature committee to the American Association of Nurserymen at the Denver convention, as outlined in the July 1 issue of the American Nurseryman, Chairman Harlan P. Kelsey called upon the Nurserymen to subscribe one-half of the deficit in the fund for the production of the book, "Standardized Plant Names" and the American Association of Nurserymen to pay the other half.

But the Nursery trade is only one of several horticultural classes represented in the Joint Committee which produced the book. Considerable surprise was expressed at the Denver convention that the American Association of Nurserymen and individual Nurserymen should be called upon to make up the entire deficit. When the A. A. N., without understanding the matter, was about to vote upon a motion to pay the amount suggested by Chairman Kelsey, Henry T. Moon's amendment—to the effect that the question of the share of the deficit which other organizations should pay should be looked into—prevailed.

The organization of the American Joint Committee on Horticultural Nomenclature (Chairman, J. Horace McFarland; secretary, Harlan P. Kelsey) which produced and copyrighted Standardized Plant Names, is as follows:

American Association of Nurserymen Ornamental Growers Association American Society of Landscape Archi-

American Pharmaceutical Association American Institute of Park Executives

Society of American Florists
In cooperation with the national dahlia,
gladiolus, iris, peony, rose, sweet pea and
pomological societies and the American Seed
Trade Association.

A division of the deficit burden between at least six, and perhaps 14 organizations is a different matter.

In his report the chairman of the A. A. N. nomenclature committee who is also secretary of the American Joint Committee said:

Your committee does not care to discuss at length the value of Standardized Plant Names, but some of the best authorities in this country, including the leading botanical gardens and arboretums have agreed that it is invaluable for the horticultural trades as well as the horticultural public. Nurserymen's catalogs are becoming standardized so that it is much easier to buy and sell, and it adds greatly to the appearance of the printed pages as well. Your chairman's personal

opinion is as follows:

1st. Half of the amount of the deficit should be immediately subscribed by the American Association of Nurserymen, and the balance should be subscribed by individual Nurserymen in ordering copies, of which we have a sufficient supply to liquidate the account.

which we have a sufficient supply to inquidate the account.

2nd. The financing of a new edition would be largely independent upon the Nurserymen. It is probable that \$10,000 would be required to get out a new edition, bringing it up to date say in 1933, which is the end of the ten year period. In the meantime, a supplement should be issued at a cost of perhaps \$2,000.

The committee doing the work cannot be expected in the future to pay so largely their own expenses. It is squarely up to the Nurserymen. What are you going to do about it?

To those whose copy of the July 1 issue of the American Nurseryman was imperfect another copy will be sent upon receipt in this office of the imperfect copy, so long as the supply lasts.

HIGHLY ENCOURAGING RESULTS

The experiments for adequate results in production of fruit tree seedlings which are in progress at Rocky Ford, Colo., under the direction of President E. S. Welch of the Mount Arbor Nurseries, and A. F. and R. S. Lake, of the Shenandoah Nurseries, Shenandoah, Ia., and Thomas Oliver, Topeka, Kan., (the last named in actual charge) and which have been referred to in these columns, are giving highly promising results. Forty acres of irrigated land are under contract. It is expected that 3,000,000 seedlings of quality equal to or better than imported seedlings will be produced this year. Increased acreage is planned.

AMERICAN PRODUCERS PIONEERING

Cooperation by the U. S. Government with Nurserymen in the effort to produce satisfactorily in this country rose and fruit tree stocks as substitute for those which are being imported was clearly shown at the recent hearing before the Federal Horticultural Board in Washington. On both sides earnest effort has been made to arrive at results, the government maintaining specialists at widely separated points to aid producers of domestic seedlings, prominent Nursery concerns persisting in trying out the seedlings produced.

Dissatisfaction with the results of domestic production predominated at the hearing. Florists complained of results, especially with Manetti stocks. Charles H. Perkins, who favors exclusion of foreign stocks, admitted that the present supply of Manetti is unsatisfactory. He urged consideration of substitute stocks.

For the Nurserymen, in regard to fruit tree stocks, Chairman Henry T. Moon, of the legislation committee of the A. A. N., reported data by Nurserymen as incomplete, only ten per cent of those to whom questionaires were sent having replied. Tabulation of replies received by Attorney M. Q. Macdonald, showed 32 as satisfied with domestic production of apple and plum stocks; eleven considering the supply insufficient. Six were satisfied and 18 were dissatisfied with domestic cherry stocks.

Of the Nurserymen at the hearing, C. R. Burr, William Pitkin, Theodore Smith and Hale Harrison reported unsatisfactory results. F. A. Wiggins and Charles H. Perkins expressed opinion that satisfactory stocks could be produced, the latter urging that if an exclusion order were in effect it would be an incentive for American production the investment in which is already large. For the New York State Experiment Station H. B. Tukey said that results of two years' trials in 104 plots of stocks representing a dozen or more producing areas in the U. S. and abroad showed greater uniformity in the case of the European stocks. B. D. Van Buren, from the orchardists' point of view, favored foreign stocks. G. E. Yerkes, government specialist, said field investigations showed not much difference between foreign and domestic fruit stocks.

It would seem, as the result of this conference, that while American production which is comparatively new, has not yet met full requirements, the test may have been affected by lack of experience in the use of the domestic stocks as compared with long use of the imported stocks and that much better results in the production of

Another Outstanding Trade Journalism Record

S usual, readers of the American Nurseryman enjoyed the distinction of having laid before them the most comprehensive report of the annual convention of the American Association of Nurserymen-eighteen pages in the first presentation, as against seven pages as the nearest approach (in a florist publication)-with more to come (six and one-half pages in the next succeeding issue) and the end not vet!

The only other trade journal in the exclusively Nursery field dismissed the latest and greatest of American Association conventions with the use of less

Repeated instances of this kind long ago earned for the American Nurseryman the distinction of Chief Exponent of the Nursery Trade.

American Nurseryman is the only exclusively Nursery publication in the trade that informed its readers on:

DENVER CONVENTION FEATURES

- -Chairman Hilborn's address introducing the big subject of the national publicity campaign.
- 2-Details of the National Nursery Survey and discussion and action thereon-in ten columns.
- 3-New arbitration practice.
- 4-Limited liability clause suggestion.
- -Standardization, discounts, Nursery storage.
- 6-Policy on seedling embargo.
- -Appointment of publicity secretary.
- President Hillenmeyer's address.

- 9-Entertainment for the women.
- 10-Legal aspects by Attorney Macdonald.
- 11-Government Expert Scott's Seedling Report.
- 12-Secretary Sizemore on United Horticulture.
- 13-Chairman Moon's Legislation Report.
- 14-Chairman Welch's Standardization Report.

"How any progressive Nurseryman can depend upon a Nursery trade journal other than the American Nurseryman is beyond understanding when one compares the handling of the Denver convention report," said an appreciative reader last month. "I remember a similar experience last year."

American stocks may be expected by reason of the marked advance thus far made over earlier results. Significance is attached to the suggestion by Mr. Perkins that in the event of exclusion of foreign stocks necessity will bring American producers and users together effectively.

ART IN ILGENFRITZ FAMILY

Nurserymen have in recent years regarded their business as something of a profession. It may also be said that more and more the production and arrangement of trees and plants is becoming an art. Indeed, there are innumerable examples of high artistic work by Nurserymen.

One of the most enthusiastic artists in the Nursery trade is the well-known proprietor of the Mutual Nurseries, Monroe, Mich., Charles A. Ilgenfritz.

Art, by the way, runs in the Ilgenfritz family. The youngest sister of Charles A. Ilgenfritz, Mrs. R. Edson Doolittle, Brooklyn, N. Y., is an artist and a leading Brooklyn club woman. Her official titles at present are: Chairman of the Art Division of the Long Island Federation of Women's Clubs: Chairman of the Art Division of the New York State Federation of Women's Clubs. She is a former president of the Long Island Club and was also chairman for the second district in the state organization.

In a recent issue the Brooklyn Eagle said: "Mrs. Doolittle is a Broolynite by choice. She was born in Monroe, Mich., and went to Brooklyn as an art student at Pratt University. Following her graduation she became a supervisor of art in the Brooklyn public schools, so that her mature life has been spent for the most part in leading others to appreciate beauty.

'America needs art,' says Mrs. Doolittle. 'We are a nation full of artists with as yet very little to show in the way of beauty: very few fine buildings and gracious homes. They will come when we want them: but we have first to learn to recognize beauty."

Like all pioneers, says the Brooklyn Eagle. Mrs. Doolittle looks to the future, but there are those in Brooklyn who can testify that for them at least, thanks to her efforts, a new day has already dawned.

Wilson on Rhodedandrons

In a recent bulletin of the Arnold Ar-Keeper E. H. Wilson rhododendrons:

"Too much shade is detrimental to the setting of a crop of flower-buds but not enough induces browning of the foliage. Al-so, it has been found that the best way of mulching rhododendrons is by laying rather stout branches about the roots and sprink-ling over them a modicum of oak leaves. Under this treatment the known hardy hybrids give better results; many formerly thought to be tender prove quite hardy and hundreds of new species recently discovered and introduced from western China grow happily. It is evident that we have something to learn from the recent successes of Rhododendron enthusiasts in the British Rhododendron enthusiasts in the British Isles. In fact we might try their experiments with every probability of success greater than we now enjoy with these favored plants. Rand in his book enumerates, with the exception of Mrs. Charles Sargent, Henrietta Sargent, Mrs. Harry Ingersoll. Catawhiense album and Boule de Neige all the really hardy sorts of first-class quality grown in the Arboretum. All of these are of foreign origin, indeed, so far as the Ar-boretum is aware, no first-class variety of perfect hardiness in Massachusetts has been

raised in this country.

"This is little to the credit of our Nurserymen. Prior to quarantine No. 37 going into effect the supply of rhododendrons for this country was annually imported from Europe. When importation ceased stocks were speedily sold out. Today it is exceedingly difficult to buy sixeable hybrid rhododendrons of any sort in America.

"Anthony Waterer used to propagate he is a sixty of the same propagate in the same propagate is a sixty of the same propagate in the same propagate is a sixty of the same propagate in the same propagate in the same propagate is a same propagate in the same propag

plants mainly by layering, but nowadays R. ponticum, unfortunately tender in New Eng-land, is largely used as an understock. No other understock has yet been found equal to this Eurasian species, yet for us its use

is unwise, and, if none other is available, layering should be resorted to. With the exception of a collection of indifferent quality which came from Germany in 1908, the Arboretum has received no really hardy sorts that have originated later than 1885. No one will assume that the possibilities of raising new and worthwhile varieties have been exhausted. It is simply that the subject has been neglected and it is high time that it was taken up seriously in this country. Indeed, if New England is ever to en joy really hardy hybrid rhododendrons in variety they will have to be raised there.

variety they will have to be raised there.

"A splendid field for the hybridist and for the younger generation of Nurserymen is open. By crossing and intercrossing the hardiest and toughest of the hybrids we now enjoy with some of the known hardy species like R. Smirnowil, R. Metternichii, R. brachycarpum and R. carolinianum, there is every probability of largely increasing the list of hardy hybrid rhododendrons well-suited to the climate of Massachusetts and southward. Until some enterprise is shown in this direction rhododendron lovers will be to deplore the paucity of good sorts available for their gardens.

Japanese Beetle Parasite

Five thousand centeter flies, parasite of the adult Japanese beetles, were liberated in Harrisburg last week by the state and Federal Departments of Agriculture.

The flies were brought from Moorstown,

N. J., where they had been reared from the pupal stage. The eggs of the fly were col-lected in Japan a year ago and allowed to develop into the pupal stage before making the twenty-two day trip to New Jersey.

The flies made the trip from New Jersey with but few casualties and were liberated at one of the areas most heavily infested

at one of the areas most heavily infested with Japanese bettles in the city.

The centeter fly is about as large as the common housefly. It lays its eggs on the thorax of the beetle just behind the head. These eggs hatch in from 36 to 48 hours after deposition. The young larva, or maggot, drills directly downward into the beetle, causing the death of the beetle in from five to seven days.

This parasite was first established in New Jersey in 1923 and has spread over an area of approximately seventy-five square miles. In the central part of this area, parasitism of the Japanese beetles runs as high as 10 per cent at the beginning of the In northern Japan, where the fly season. is normally found, it parasitizes from 40 to 80 per cent of the Japanese beetles in cer-

Harrisburg is the farthest point west that the centeter fly has been liberated in the United States. The discovery of Japanese beetles in several small areas of quite heavy infestation there a year ago prompted liberation of the parasites this

The fly is in no way destructive or troublesome other than to the Japanese

Murray C. McNeil, for several years with Armstrong Nurseries, Ontario, Cal., has joined the Griffing Nurseries staff, Beau-mont, Tex., as sales manager. He was depicted as the Armstrong Nurseries aviator in the May 15 issue of the American Nurseryman. Just before going to Beaumont Mr. McNell was married in Los Angeles. He was at the Denver convention of the A. A. N.

Northern States Nurseries have been established at Sioux Falls, S. D., by Max Pfaender and I. W. Krieger, experienced Nurserymen.

COMING EVENTS

American Gladiolus Socie meeting, Toledo, O., Aug. 16-17. Society-Annual

Southern Nurserymen's Ass'n.—Annual convention, Memphis, Tenn., Sept. 12-13. Southwestern Nurserymen's Ass'n.—Annual convention, Memphis, Tenn., Sept. 12-13. American Rose Society—Annual meeting, DuPont "Longwood" Estate, Kennett Square, Pa. Sept. 21.

Pa., Sept. 21.

American Dahlia Society—Annual exhi-tion, Madison Square Garden, New York,

HOW AMERICAN ROSE SOCIETY BOOSTS NURSERY SALES Address by Robert Pyle, Secretary, at Brooklyn Garden Dedication

"A Rose for Every Home, A Bush for Every Garden."

THIS has been the slogan of the American Rose Society since it was organized at the close of the 19th century. "To increase the interest in and improve the excellence of the rose" has been the central aim of this large family of now some 5000 rose lovers who are represented by active membership in every state and almost every province of America, as well as in many countries abroad. Among the stated objectives of this national organization, which in practice is international, is this one: "To encourage the establishment of Municipal Rose Gardens." Therefore, it has been a source of keen interest to our officers to observe and, perhaps, in a small measure, to encourage and assist those active in the building of this great rose garden now be-

As a national society we consider it our duty to promote the idea that municipal gardens have a potential value as centers of enjoyment, inspiration and even ecstasy for the residents of a community, as well as for the visitors that they are bound to attract from adjoining states and distant parts. It has been proved by actual experience that there is no other feature of a public park system that attracts more people or pays so well in proportion to its costs.

It may interest you to know that the recent issue of the Members' Handbook of the American Rose Society presents guide-book information regarding 61 municipal or public rose gardens, located in nearly as many cities in 23 states of the Union, and furthermore the information regarding projected municipal rose gardens in nine other cities located in six states. Two of these projected gardens are in your own state, at Auburn and at Rochester. (Of the gardens above listed, Los Angeles has recently planted in Exposition Park approximately 15,000 rose plants).

Every important addition to this distinguished list, therefore, is welcomed most heartily by the American Rose Society. We rejoice in every move that will bring roses to the people or that will bring the people to the roses.

The love of beauty that may be found in the rose, like the taste for music or the enjoyment of other art, is something that can be, and it should be, cultivated.

This seems like a large garden, judging it today, but from my own experience I dare say that the time is not far distant when the aisles will be crowded with visitors. Many will come to learn that a rose garden is a living thing that changes from week to week, and no two weeks alike. You will have roses here from early May until frost because you have here representatives. I take it, from every country where roses grow. Your citizens will come in families and delighted children and complacent grandmothers will prove that rose growing is a pastime appropriate to all ages. Your garden with its great collection of roses will provide an excellent source center from which in ever widening circles will flow not only inspiration, but practical and helpful information. It is unique. I believe. in its wide range of historical and horticultural varieties and among the few that aim to give real instruction in rose growing as one of its attractions.

I predict that crowds will come here to see and wonder, they will gaze and some will worship, because in the face of the opening flower they will recognize that they have come very close to the Creator.

And then what will happen? Those who can will desire to have a garden with roses growing in it at home and at that point will begin the second great process which the able directors of this great institution are to provide. I refer to the process of education, of telling the people here in the garden, of telling them by radio, by the printed page and I hope through the schools, of the rudiments and later the refinements of rose growing. We hope to see the day when rose growing will be recognized as an important part of horticulture, and in schools be taught as the rightful privilege of every child who has a taste for it, and most of them have. Then in the next generation the experience and knowledge thus gained in childhood, will come to be a resource for wholesome, happy and diverting recreation from which every worker of brain and brawn will find solace and pleasure and new zest for the battle of life. They will have found a pastime that, unlike many another avocation, old age cannot wither.

Therefore, on behalf of the American Rose Society, allow me to congratulate the donor for his good fortune in having discovered and seized the opportunity of providing so blessed a benefaction. What more delightful way could there be in which to memoralize a relative or friend?

Let me also congratulate New York State, and especially the citizens of this municipal section of it, upon the acquirement and the beginnings of this great garden. It will open the door for countless peoples into a realm of beauty and delight, into an experience that will enrich life and expand the sense of gratitude to an all-wise provi-

SEED CROP REPORT

A. Grunwald, Kiln-Houses, Wiener-Neustadt, Austria

This year the prospects of crop of the principal species of seeds of conifers and deciduous trees in Europe are more favorable than they were the last two years.

It is true that late frosts have caused considerable damage in May and partly also in June and it is not excluded that even in those districts, where the fruits have remained and the prospects seem to be good, there may be a change for the worse in the course of development.

course of development.

With regard to the single species and varieties I can refer:

Pinus sylvestris will yield a middle crop in Austria, Czechoslovakia, in the Alps and in Holland; in Germany the crop will be small, in Poland it is a fallure.

Pinus sylvestris var. rigensis: The small ranges where these seeds can be collected, will give a very insignificant number of cones.

will give a very insignificant number of cones.

Plaus austriaca: (Plaus laricio var. autriaca): Austria has a good average crop; on the shores of the Adria, however, the cones have failed.

Plaus laricio corsica: The crop seems to be better than the preceding one.

Plaus Strobus: In most of the places where these seeds are produced, the trees show a middle amount of hanging cones. In the event the weather remains favorable, we shall be sure to obtain very good seeds.

Plaus cembra: In the higher districts where these seeds are principally harvested, the crop does not seem to have much suffered from the frosts and a good average crop is to be expected.

Plaus mentans mughus: Same report as Pinus cembra.

Plaus montans unclasts: Promises only a small crop.

cembra.

Pinus montana uncinata: Promises only a small crop.

Pinus halepensis: The crop is expected to become a middle one.

Pinus pinea: Same report as Pinus halepensis.

Pinus maritima: Damaged by unfavorable weather, smaller quantities than last year are expected. Every year more important

amounts of these seeds being required, the price will presumably rise much higher. Inus Banksiana: The seeds will be obtained

nus canariensis: Same report as Pinus Banksiana.

Finus canariensis: Same report as Pinus Banksiana.

Pinus insignis: Same report as before.

Picea excelsa: Can be harvested exclusively in the plains and the hill districts, in higher regions only in sheltered places in Austria, Czechoslovakia, Jugoslavia and the Alps. It seems there will be a complete failure of crop in Germany, France and Poland.

Picea alba: Crop will be feeble.

Larix europaea: In the Alps it will be harvested in protected places only, where some cones will be found. The production is expected to be somewhat smaller than it was last year.

Parix europaea sudetica: Very small regions have been spared by the frosts.

Larix leptolepis: As yet I have no dependable reports.

Ables pectinata: Same reports as Picea.

s pectinata: Same reports as Picea ex-

celsa.

Ables Nordinanniani Has been severely damaged from frost. Many other varieties of Ables will have met with the same fate. Bioia and Thuya: These varieties will yield in protected regions only, but it is true that the setting is rather abundant. Cedrum: The crop will presumably be a normal one.

mai one.

Chamaeeyparis and Cupressus: Presumably a normal crop.

Sequoia giganten: Shows a setting of cones.

Taxus varieties: Have got over the frosts only in southern and protected ranges.

Deciduous Trees and Shrubs

Acer varieties: In protected ranges the seeds have come off well, the product is expected to be sufficient.

Allanthus: The same as Acer.

Allanthus: The same as Acer.

Alnus: Has been greatly damaged, it is not certain whether sufficient quantity can be obtained.

obtained.

Betula: Is good, as well as Carpinus and Fraxinus.

Crataegus: There will be a middle crop it

seems. Daphne: Is scarce again and only early orders can be taken into consideration.

Fagus: Some small districts only will yield a certain amount; it seems that the item will be scarce.

will be scarce.

Fagus purpurea: I have succeeded in securing a limited quantity of this item.

Gleditschia: The crop will presumably be a feeble middle one.

liex: There will be a sufficient amount of

feeble middle one.

liex: There will be a sufficient amount of this seed.

Quereus: All varieties have suffered severely from the frosts; up to this moment one cannot say anything definite in regard.

Rhus cotinus: This year too there will be little; early placed orders alone can be executed.

Rhus toxicodendron: The same as Rhus cotinus, the other varieties of Rhus will yield sufficiently.

Acacis: Small crop.

Spartium: There will probably be enough of it.

Syringa: The blooming has been bad.

Spartium: There will probably be enough of it.

Syringa: The blooming has been bad.

Tilia: Has got off well.

Fruit-Stones—12 pt u&lc

Fruit-Stones—12 pt u&lc

Frunus (Cernsus) avium: Has been badly injured by the frost.

Prunus (Cernsus) avium sylvesiris: This item, on the contrary, will yield sufficiently.

Prunus Mahaleb: Shows a middle setting.

Apples and Pears too were damaged by the unfavorable conditions of weather.

Myrobolans: There will be enough of them.

St. Julien: Same report as Myrobolans.

Rosa canina: Feeble middle crop.

July 1928

The joint convention of the Southern and

The joint convention of the Southern and the Southwestern Nurserymen's Associations in Memphis, Tenn., Sept. 12-13, promises to be of unusual interest. Attendance should be large and doubtless will include many Nurserymen from various parts of the country as well as from most points in the South and Southwest.

Headquarters will be at the Peabody Hotel. Secretary W. C. Daniels, Pomona, N. C.; President, C. T. Smith, Concord, Ga.; Vice-President, Norman Nicholson, Decherd, Tenn., and the executive committee are planning a program of exceptional interest.

Nebraska Forestry Corporation Clayton W. Watkins of the Nebraska For-estry Service at the Denver convention ex-plained the free distribution of trees in his state. "There is the greatest harmony and cooperation between our forestry service and Nebraska Nurserymen," he said. His statement was supported by George A. Marshall, Arlington, Neb.

Nebraska Nurserymen furnish more than alf of the trees to the Forestry Service which announces the number desired a year in advance. Orders are split up among Nurservmen according to production.

ROCKY MOUNTAIN EVERGREEN TREE SEEDS

Collected Colorado Blue Spruce Trees

1 to 6 ft. BB

Carloads and less

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Fall 1928

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We are offering an unusually fine assortment of Lining Out Stock. Our list will be mailed about September 1st.

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Manufacturers, Nurserymen and Florists

South Canal Street.

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You can sell more stocks in the Fall

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way!

A mere price list of Horticul-tural products is a preven failure—so much money and time wasted.

The catalog that tells "how" and "when" to plant, with suggestions as to position and grouping. is the catalog that brings the orders. In other words, a price list camouflaged with interesting gardening anecdotes, written by a practical gardener.

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In tests with every known variety. Lovell pits gave the most vigorous and most uniform stand of seedlings. Some nurserymen will plant nothing else. Can you afford sot to investigate? Do you know of a cheaper way than trying out at least 100 lbs? 1928 pits \$6 100; only a few 1927 left, tested and found of high germination percentage, \$111 100. Samples of either prepaid 25c.

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Large supply in all Varieties Let us quote on your requirements for Fall and Spring shipments.

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NOTICE

P. O. Box 124

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HORTICULTURAL ADVERTISER

Our circulation covers the whole trade in Great Britain and the cream of the European firms. Impartial reports of all novatics, etc. Paper free on receipt of \$1.50 covering cont of postage yearly. As the H. A. is a purely trade medium, applicants should, with the subscription, sand a copy of their estalogue or other evidence that they belong to the nursery or seed trade.

Betablished 1888

H. A. L/PD., Lowdham, Nottingham, Sug.

NATIONAL GARDEN BUREAU BOOSTING NURSERY SALES

Widespread Propaganda in Behalf of Planting-Summary of Work

In view of the emphasis laid, in the report on National Nursery Survey, on percentages of residence grounds planted and unplanted and the opportunity for featuring the slogan "Every Rear Yard a Park" in the forthcoming national campaign, it is of interest to note the following from the report of the National Garden Bureau as made by the director, James H. Burdett at the recent convention of the American Seed Trade Association:

The garden for recreation is the garden of a prosperous civilized people. It is the product of leisure and culture. It is the product of leisure and culture. It is the garden which appeals to the imagination, and pays its possessor with far more than money saving. The modern garden is becoming an essential part of the home; it is made to be lived in; and it commands a larger part of its possessor's income than did the "thrift garden" that has gone. Its spread in this country is a sign that we are leaving righter and beginning to leaving pioneer conditions and beginning to demand in our outdoor surroundings as high demand in our outdoor surroundings as high a standard of order, beauty and usefulness as we have established indoors. In these new standards lie infinite possibilities of sales expansion for garden seeds.

First, we must increase the number of gardens; and second, we must improve the quality of gardens. There is great room for new sales in both directions.

The small publications exhibited here

The small publications exhibited here number 504; and their circulation is 26,105,925. This is an increase of 146 in number of publications and of 16,571,701 in circulation

The clippings include only those publications that send us clippings, or from which we obtain clippings at small expense. Our service is sent to about 1000 publications and is used, we believe, by most of them.

We have 146 more publications in our ex hibit than we had last year; but we had 250 different publications from those we had last year; and these 250 contain many of great circulation. We have made important gains in large cities where circulations are numbered in the hundreds of thousands. The National Garden Bureau service does not go to the small town and country papers of the country, but on the contrary is sent only to daily papers, including the largest in the United States.

You will find these press clippings inter-ting. Note the great increase in the use our slogan, "What is Home Without a esting. Note the great increase in the use of our slogan, "What is Home Without a Garden?" Notice the clippings which reproduce our articles in Spanish and German languages. You may be interested to know that our bureau is attracting attention throughout the world; and we have requests to supply newspapers in Australia with our service.

Few of us have any fair conception of the Few of us have any fair conception of the quantity of Garden Bureau material which is published. Clipping bureaus report to us that the great majority of all garden articles published in newspapers now originate with our bureau. The proportion has been growing in recent years. We have become an institution; the recognized chief source of gardenies information for newspapers.

dening information for newspapers.

Were we to publish at advertising rates in the 504 publications represented in our in the 504 publications represented in our exhibit, one of our clipping sheets would cost \$87,000. And we issue each year 12 such clipping sheets, of which many publications use every line. There is no doubt that to duplicate, with paid advertising, the garden publicity which the bureau obtains in newspapers, would cost an enormous sum, impossible to raise in any industry of our size.

size.

In addition to the newspapers, there is the magazine publicity, which is due to the public interest in gardening which the newspapers have built up. * * * The proof of popular interest in gardening inspired the Ladies Home Journal last year to employ the editor of Better Homes and Gardens to take charge of a garden department started in the Journal beginning last January. Two—and sometimes four—pages a month printed in four colors, have been assigned to him and the material used in them as effective in and the material used in them as effective in promoting garden interest as anything we could provide were to pay for its insertion. The cost of two pages in color each month in the Ladies Home Journal would be more than \$200,000 a year.

Other magazines have expanded their garden departments; and other garden publications have grown in size and circulation as a result of increased public interest. In all, the publicity which the garden movement has received in editorial columns during the past year has far surpassed anything previously known and to make an estimate previously known and to make an estimate of its value, in terms of its cost at advertis-ing rates, would require figures so large as to be fantastic.

Our radio service also has had a successful year. From March to October we issue printed bulletins containing short daily garden talks to be read by radio announcers; 46 important stations distributed throughout the country have reported to us that these talks were used on their programs.

We completed last fall the moving picwe completed last fall the moving pic-ture in colors showing the development of a garden of annuals. This has been exten-sively shown this spring. We shall make use of our established mediums, of press service, radio and moving pictures to the limit of our means. The past year has given me a new conception of the possibilities of our press service. I believe it can be much im-proved and enlarged, with results exceeding anything we have yet accomplished. But there is need for still other activities to supplement our established agencies.

Secretary W. E. Rey, Oklahoma City, is arranging the program for a meeting of the Oklahoma Nurserymen's Association this

More Boosts for Nurserymen
Winners in the \$5,000 prize competition
for the best letters on "Why I Plant a Garden," in which 109,786 contestants entered,
have just been announced by D. M. Ferry &
Co., sponso:s of the contest. The first prize
for adults was awarded to Mrs. Anna M.
Terry of Lyman, Wyo.; the first prize for
juveniles to Miss Vida Scripter, fifteen, of
Detroit, Kan. Each prize was \$500.
In the adult class a prize of \$200 was

In the adult class a prize of \$200 was awarded to Mrs. M. H. Gould of New Middletown, Ohio, and one of \$100 to J. Albert Smith of Lincoln, Kan. In the juvenile class Adele Francis of Durham, Conn., won \$200 and Jewel Baker of Bison, Okla., was awardand Jewel Baker of Bison, Okia., was awarded \$100. A total of 178 other prizes, ranging from \$5 to \$50, were also awarded to competitors from every section of the United States, Canada and many South American countries.

countries.

The judges of the contest were Dexter M. Ferry, Jr., president of D. M. Ferry & Co., Detroit; and Harry Hayward, former Dean of Agriculture of the University of Delaware. In making their awards the judges chose those letters which presented the best ideas on gardening, disregarding the form or style of writing in the letters. In the two classes to which the prizes were offered the age of 16 marked the division those older being marked the division, those older being classed as adults, and those younger as juveniles. Each class was judged separately.

The Three Musketeers



Herewith are depicted the "Three Musketeers"—E. H. Bowden, Rice Brothers Co., Geneva, N. Y.; A. J. Cultra, Onarga, Ill., Nursery Co., and B. J. Manahan, Pontiac Nursery Co., Detroit, Mich.—as they paused in Colorado Springs on their way west after the Denver convention of the A. A. N. They have been together on trade convention trips for more than ten years, have covered a lot of territory and have seen much Nursery stock in their travels.

The Detroit Free Press in a special despatch from Monroe, Mich., July 14 said:
"Thomas R. Navarre, of Detroit, today filed suit against the Greening Nursery and filed suit against the Greening Nursery and Greening Landscape companies of Monroe for \$15,000. Navarre alleges he contracted to sell the Nursery product and was negotiating with the Fordson board of education, when informed by a member of the Greening company that he would complete the negotiations and in event the sale was made Navarre would be paid his regular commission. Navarre says the Fordson school board gave the Greening company a \$28,000 contract but he has been unable to collect his commission."

A special conference of Nurserymen will be a feature of the 19th annual farmer short course at A. & M. College, College Station, Tex., July 30-Aug. 4.

New A. A. N. Members

The following are new members of the A. A. N.: W. A. Feather & Sons, Baroda, Mich.; G. W. Leonard, P. O. Box 90, Springfield, Ill.; A. E. Tracy, Fremont, Neb.

Chinese Elm (ULMUS PUMILA)

If you are not growing the new Chinese Elm (ulmus pumila), here are some of the reasons why you

should: U. S. Dept. of Agriculture in-

troduced it and endorses it highly.

Drought and alkali resistant. Very hardy. Remarkably free from disease and insect pests.

The country is speeded up to a fast pace. People want results now; they want shade for themselves, not for future generations only. Plant this remarkable tree and enjoy luxurious shade in a few short years. This tree has the qualities the planter wants, the speed of the Poplar, the grace and beauty of the Birch, and the height, majesty and durability of the American Elm.

Write us for colored, illustrated circular and prices on both seedlings and transplants.

Washington Nursery Co. Toppenish, Wash.

American Linden Seedlings Villosa Lilac Seedlings Evergreen Seedlings and Transplants

Cut Leaf Birch White Birch Latham Raspberry Plants

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HARDY SHRUBS AMUR RIVER NORTH PRIVET CALIFORNIA PRIVET FOREST & SHADE TREES BARBERRY COMPLETE LINE

Lining Out and Larger Sizes Send Your Want List for Quotations Write for Trade List Let's Do Business

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SPECIAL

A Loose Leaf

PLATE BOOK

At the Price of a Map 80 COLORED PAGES

Special Sample Price \$2.00 PROCESS COLOR PRINTING CO.

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Hill's Evergreen Plate Book

ur-color process prints from photographs, rergreen pictures, 10 Shrub pictures. Size regreen pictures, 10 Shrub pictures. Size 9 in. Loose leaf. Cloth binding, 33.75, ser, 54.50. Post-paid. Greathelp in selling. Order our salesmen. Money refunded if not satisfied. D. Hill Nursery Co.

American Bulb Company

Importers and Growers of Dutch Bulbs, Cannas, Tuberoses, Gladioli, Hardy Lilies, Manetti, Lily of Valley, Sphagnum Moss. Send For Free Catalogue. & Murray St., 182 N. Wabash Ave., New York City Chicago, Ill.

SPECIALTIES—Small Fruit Plants

Grape Vines, Currant, Gooseberry, Red and Black Raspberry suckers and Trans. Strawberry, Rhubarb, Asparagus.

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PIN OAK SEEDLINGS

Remember me for Pin Oaks next season. Expect to be ready to quote prices and state sizes about September.

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\$2.50 Per Month Under Yearly Town 58 Cents Per Week

Less Than Yearly: \$2.80 Per Month

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Give us the opportunity to quote you on your wants. Stock offered is of our own growing. It will be handled properly, graded carefully, and priced right. We think we can save you money and are sure you will be well pleased with the quality of our stock.

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APPLE SEEDLING from American, French and German Seed

PEAR SEEDLING Japan, Ussuriensis, and German Wild Pear FOREST TREE SEEDLING

FRUIT TREES Apple, Cherry, Peach, Pear, and Plum SHADE and ORNAMENTAL TREES AMOOR RIVER PRIVET, SPIREA VANHOUTTE, HYDRANGEA PANICULATA

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2-Year, Field-Grown, Budded Stock

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BROADLEAVED EVERGREENS
FLOWERING SHRUBS
HARDY PERENNIALS
ROCK PLANTS
HARDY VINES FLOWERING SHRUBS

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TREE SEEDS

Send for catalog listing Tree, Shrub Perennial and Evergreen Seed. Collected n all parts of the world.

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6 Ross St., Germantown, Philadel

FOR SALE
North Carolina Natural Screened
PEACH SEEDS

rminate-tested and disease free.
These seed will produce seedlings free from
own gall and other diseases.

E. W. JONES NURSERY CO.

Andrews LATHAM Raspberry

OUTSTANDING IN YIELD and HARDINESS

ANDREWS NURSERY CO., Faribault, Minn.

[Reg. U. S. Pat. Off.]

An International Event

York State fruit growers will unite with entomologists from all parts of the world in a field day on the grounds of the Experiment Station at Geneva on August 15 when the State Horticultural Society, will hold its summer meeting in conjunction with a session of the International Entomological Congress in Ithaca that week, according to an announcement by station officials who will be the hosts of the two groups. More than one hundred foreign scientists have already signified their intention of attending the Congress.

Special attention will be paid to the experiments on insect pest control under way in the station orchards where a large number of treatments and materials are being tested. Several insecticide companies, as well as manufacturers of spraying and dusting machinery, are planning to put up

It is hoped that arrangements can be effected for a demonstration of airplane dusting. This method of combating insect pests and diseases of trees and field crops is receiving considerable attention in many parts of the country. The demonstration planned for the edification of the visiting fruit growers and entomologists will show the possibilities of dusting for forest and orchard insects.

In addition, the visitors will have an opportunity to inspect the extensive fruit plantings on the station grounds. A large collection of varieties of the hardy fruits is maintained by the station, besides thousands of seedlings from crosses made to develop new varieties. Many of these new varieties are now being grown extensively by fruit growers in this and other states.

To Hear Prominent Men

"New York State's Future in Apple Exports" will be the title of a talk by Edwin Smith, London representative for the United States Department of Agriculture on fruits and vegetables, before the summer meeting of the New York State Horticultural Society at the Experiment Station at Geneva on August 15, according to a statement by Roy P. McPherson, secretary of

Mr. Smith's close study of the export trade and first-hand knowledge of the situation in the British apple market will make his comments on the subject doubly valu-able to New York fruit growers, since a substantial part of the New York crop is

shipped abroad. Another speaker widely known to fruit

PEACH SEED

nnessee Naturals, new crop. Also general h EVERGREENS, ORNAMENTALS, ROSES, PEACH and APPLE Tree Southern Nursery & Landscape Co. WINCHESTER, TENNESSEE growers will be Thomas B. Byrd of Winchester, Va., one of the trio of famous brothers that includes Richard Byrd, the artic explorer, and Henry Byrd, governor of Virginia. Thomas Byrd manages the orchards owned by the brothers. He is exchards owned by the brothers. He is ex-pected to discuss problems of Virginia apple growing.

The formal program of the Horticultural Society will begin at 11 a. m. on August 15 in Jordan Hall at the Experiment Station at Geneva. All fruit growers and their friends will be welcome to the meeting and to the tours of the station grounds that will follow in the afternoon. follow in the afternoon.

As To Bramble Fruits

Directions for the setting out of the plantation and its after care and a list of the best varieties of raspberries, blackberries, best varieties of raspberries, blackberries, and dewberries, commonly grouped as the bramble fruits, are contained in a recent publication of the Experiment Station at Geneva now available free of charge to anyone interested in these fruits. The pamphlet has been prepared by G. L. Slate, assistant horticulturist at the station in charge of the small fruit investigations.

"The brambles may well be considered as a profitable side line to the other branches of fruit growing," says Mr. Slate. "Following strawberries and preceding all tree fruits in season, except the cherries, harvesting comes at a comparatively slack time on the foult form. time on the fruit farm.

"Brambles do not require an extensive cash outlay; returns may be expected the second season; they are always popular on the market; and because of their perishable nature must be grown near the point of consumption. Since they may be grown on a small area and require little spraying, they are excellent fruits for the home garden." den.

Mr. Slate discusses briefly the selection of the planting site, preparation of the soil, propagation of the plants, planting, care of the plantation, harvesting, and the selec-tion of varieties.

In selecting varieties, Mr. Slate states that, "The plants should be vigorous, hardy, productive, and resistant to disease. A variety that is thornless and bears its fruit out in the open, instead of hidden in the foliage, is much easier to pick. The fruit should be large, firm, and possess a bright, clossy color that deep not become dull glossy color that does not become dull after the fruit is harvested. The berries should separate from the bush readily and without crumbling and should possess high quality. Standard sorts whose behavior in the neighborhood is known are preferable."

Mr. Slate lists six red, two purple, four black, one yellow, and two ever-bearing raspberries; four blackberries; and one dewberry as representing the best kinds for New York State.

Under a new ruling made by State Entomologist H. Garman, strawberry plants may be offered for sale in Kentucky from beds infested with crown borer to the extent of 1 per cent or less, if the owner removes and burns all infested plants. Heretofore when beds were found infested in any degree no certificate was issued for the sale of plants.

CLEMATIS PANICULATA WANTED

Five thousand or more. One year field grown, suitable for mail trade.

THE TEMPLIN-BRADLEY CO. Cleveland, Ohio

CALIFORNIA ASSOCIATION OF NURSERYMEN

Henry W. Kruckeberg, Los Angeles, Secy.

The New Secretary

Henry W. Kruckeberg is again the secretary of the California Association of Nurserymen.

It was under his years of able administration of this office that the association made its greatest strides and his return must be regarded as a matter of special congratulation.

The chairman of the board of directors of the association, J. D. Meriwether, makes this announcement to the members:

It affords your board of directors a real



HENRY W. KRUCKEBERG, Los Angeles Secy. California Association of Nurserymen

pleasure to be able to announce the appointment of Henry W. Kruckeberg to the office of secretary of the association for the unexpired term covering the present fiscal year; this was done at a meeting of the board held in Los Angeles on July 12, 1928.

board held in Los Angeles on July 12, 1928. In many respects the association is to be felicitated on the appointment. Mr. Kruckeberg's active interest in the commercial plant industry combined with his previous eight years as secretary, and his intimate contact with horticultural affairs for nearly three decades, affords a background and an experience possessed by but few people. We bespeak for him the hearty support and cooperation of all our members for the betterment of trade conditions and the upbuilding of the association.

building of the association.

A 300-acre public arboretum in which all plants, shrubs and trees which grow in the climate will be planted will be established on the Moneypenny Farm in Yonkers, N. Y., according to an announcement made by Dr. Frederick J. Pope, secretary of the William Boyce Thompson Institute for Plant Reearch in Yonkers

CATALPA BUNGEI

I have a splendid lot. Write for prices. Special prices in carload lots. Quotations on Spirea Thun., A. Waterer; Snowballs; Hydrangea P. G.; Bechtel F. C.; Desmotium, and Paconies. Prices

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Unite with Seven Hundred Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.

Vice-President, A. M. Augustine, Normal, III.

President, Wm. Flemer, Jr., Princeton, N. J. Write CHARLES SIZEMORE, Secretary, Louisiana, Mo., for full particulars.
Convention Date: Boston, Mass., July 16, 1929

E. P. BERNARDIN

Parsons

Wholesale Nurseries PARSONS, KANSAS

Established 1870

Specialties

Amoor River North Privet, 2 yr., 2-3 and 3-4 ft., well branched. Bungei Catalpa, 4½-8 ft. stems. Lombardy Poplar, 5-6 to 10-12 ft. Thurlow Willow, 5-6 to 10-12 ft. Lonicera Bella Albida, 2-3 to 5-6

Deutzia Pride 2-3 to 5-6 ft. Forsythia Asst., 2-3 to 4-5 ft. Tamarix Asst., 2-3 to 5-6 ft. Purple Wisteria, 2 & 3 yrs.

EVERGREENS—Biotas and Junipers, in good supply. Early Harvest B. B. root grown plants.

Long list of Ornamentals in generous supply.

CARFFS Nursery

Headquarters for Small Fruit Plants And Lining Out Stock

Strawberries Raspberries Dewberries Blackberries Blderberries Currants Gooseberries Grape Vines Horseradish Asparagus Asparagus Rhubarb

Hardwood Cuttings
Iris
Spirea in variety
Privet
Hydrangea P. G.
Mallow Marvel
Barberry Seedling
Peonies
Honeysuckle
Euonymus Radicans
Philadelphus Grand

Our list notes lowest prices W. N. SCARFF'S Sons, New Carlisle, O

BOXWOOD

Young's Boxwood and Evergreens

FOR LINING OUT My service and stock will please you. Write for Wholesale Trade List

ROBERT C. YOUNG

Wholesale Nurseryman GREENSBORO NORTH CAROLINA

PRIVET and BERBERIS

Splendid Stock Write for Special Quotations.

LESTER C. LOVETT

Say you saw it in "American Nurseryman"

AMERICAN NURSERYMAN should be regularly on your deak. A business aid.
Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

Fall's the time vou need these--and they're beauties!



The Preferred Stock

You can't keep Perk out of these ads to save your neck. He's always bursting forward with good news.

This time it's our Newark Evergreens, and Perk is holding up a potted seimen of our Norway Spruce for your inspection.

We've got a great assortment of evergreens, both at Newark and at Shiloh (near Bridgeton, New Jersey, on the Salem Pike)—Spruce, Scotch and Austrian Pine, Arborvitae, Biotas, Junipers, all kinds, Retinosporas, Taxus and other popular evergreens.

Here are the prices on some of the Newark stock:

	er 100	Scotch Pine Per 100
2-8 ft	\$100.00	2-8 ft\$ 90.00
18-24 in	65.00	18-24 in 75.00
15-18 in	50.00	12-18 in 50.00
12-15 in	40.00	Globe Arborvitae
Austrian Pine		18-24 in 125.00
18-24 in	100.00	15-18 in 100.00
12-18 in	75.00	12-15 in 75.00

Not so bad! And one thing more: We have just issued a special price list on roses for fall planting. If you don't receive your copy in the next few days, write us.

Faithfully yours,

Jack

P. S.—If you motor through our part of the country this summer, don't forget to look us up.—Jack and Perk.

Jackson & Perkins Company
Wholesale Only
Newark, New York.



TREE SEED SHRUB

HERBST BROTHERS 42 South Street NEW YORK



cape School, 53, Newark, N.Y.

IT COSTS LESS THAN 21 CENTS A MONTH TO KEEP IN TOUCH WITH THE TRADE THROUGH A REAL NURSERY

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IMPORTATION OF FRUIT AND ROSE STOCKS Seedlings and Cuttings-U. S. Government Report

	APPLE		~	
Country	1925	1926	1927	1928*
Canada	. 196	2,072	398	207
England			2,850	525
France	. 5,238,650	4,301,800	3,311,175	4,086,800
dermany		513	950	25
Holland	. 21,000	356,000	38,375	2,915
taly	. 348,800	266,000	357,000	214
Total, all countries	. 5,608,646	4,926,409	3,710,760	4,091,221
	CHERRY			
England	. 130	12		650
France	. 8,168,525	6,104,800	6,865,850	7,100,400
Germany		200	300	
Holland	. 97,000	36,500	8,620	1,703
taly	. 240,000	170,000		
Scotland	. 27,000			
Total, all countries	. 8,532,655	6,311,516	6,874,780	7,103,017
	PEAR			
France	. 3,215,635	3,776,600	1,368,300	1,507,500
Germany		1,000	576	
Holland	. 61,000	40,000		80
Italy		40,000	100,105	
Total, all countries	. 3,321,635	3,857,707	1,468,991	1,508,48
	PLUM			
France	. 2,179,275	1.823,700	1,380,500	1,028,200
Germany		1,088	496	
Holland	. 2,000	6,500	1,000	603
Italy		72,529	130,000	19
Total, all countries	. 2,271,314	1,903,820	1,511,996	1,028,953
	QUINCE			
France	. 933,150	862,200	955,450	540,900
Germany		200	200	,
Holland	. 18,500	21,000		
italy	. 12,000	6,000	7,000	
Total, all countries	. 963,650	889,400	962,650	540,930
	ROSE			
Belgium	. 12,000			
England	. 2,705,500	3,994,900	3,274,430	2,951,450
France		1,816,250	2,160,800	1,655,800
Germany	2,000	4,100	200	-,,
Holland	. 3,643,524	4,805,470	6,331,080	5,767,686
Ireland	. 45,200	136,000	156,000	115,500
Italy		28,200	24,000	
Scotland	. 20,000	60,000	65,000	25,000
Total, all countries	. 8,298,524	10,844,920	12,011,510	10,515,436
*To June 1				

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Connecticut Nurserymen's Outing

Connecticut Nurserymen enjoyed another summer outing at Lake Compounce July 12. At the business meeting following the dinner a committee was appointed to cooperate with the New England Nurserymen's Association in plans for the A. A. N. convention in Boston in July 1929. The association voted \$25 to assist the National Council for Business Mail Users to endeavor to secure a reduction in parcel post rates. Three members were added. The annual meeting will be held in Hartford, Hotel Bond, in January.

The following Nurserymen were present: William Follett, Westport; G. B. Cannon, Manchester; H. J. Zack, Deep River; James J. Kelley, New Canaan; B. S. Houston, Mans-Manchester; H. J. Zack, Deep River; James J. Kelley, New Canaan; B. S. Houston, Mansfield; Arthur Bird, Bristol; Alex. Cumming, Jr., Bristol; C. H. Sierman, Hartford; Julius Rottenberg, Newington; Geo. A. Mallett, Bridgeport; John R. Barnes, Yalesville; R. B. Wainwright and Neal A. Millane, Cromwell; W. W. McCartney, H. E. Lawlor, of New Haven; Fred Baker, P. R. Bates, John Wolf, and Richard Baker, Cheshire; W. W. Hunt, Hartford; A. E. St. John, Manchester; W. J. Adams, Springfield, Mass.; J. E. Brouwer, New London; George Godfrey, Bridgeport; Geo. W. Fraser, Willimantic, G. F. McCartny, Manchester; Gustave Minge, Hartford; W. W. Richards, Clinton; F. R. Seymour, Riverton; H. Verkade, New London; Henry W. Gottschalk, Manchester; P. S. Shelton, Fairfield; H. S. Kandee, Hartford; F. S. Rippen, Manchester; Cassius H. Pierce, Hartford; R. H. Gardner, Cromwell; Ludwig Meyer, Bridgeport, Conn.; John Pat Ludwig Meyer, Bridgeport, Conn.; John Patterson, Old Saybrook; Chas. Turner, of Bobbink & Atkins, Rutherford, N. J.

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FRUIT AND ROSE STOCKS DECISION ANNOUNCED

Apple Pear, Quince, and Mazzard Cherry Stocks to Be Excluded After July 1, 1930— Action on Mahaleb Cherry, Myrobalan Plum, and Rose Stocks Postponed

The Secretary of Agriculture announces that on and after July 1, 1930, by amendment to Quarantine 37, apple, pear, quince, and Mazzard cherry stocks will be excluded from entry into the United States. Similar action, which was considered as to Mahaleb cherry, Myrobalan plum, and rose stocks, is deferred for further study and determination of the question of availability of satisfactory home-grown stocks of these classes.

This decision is based on the evidence presented at the fruit and rose stocks conference, held by the Federal Horticultural Board June 27, 1928. This conference was attended by official and other representatives of the American Association of Nurserymen, the Society of American Florists and Ornamental Horticulturists, the horticultural specialists of the Bureau of Plant Industry of the Department of Agriculture, and others in interest. The evidence presented as to apple, pear, quince, and Mazzard cherry stocks indicated that the present availability of satisfactory Americangrown stocks of these fruits was sufficient to justify the exclusion of these stocks after a reasonable period for adjustment of business contracts, etc., and thus terminate the very considerable and continuing risk of entry with such stocks of new and dangerous fruit pests.

The evidence presented as to availability of satisfactory American-grown stocks of Mahaleb cherry and Myrobalan plum was not deemed sufficient by the specialists of the department to warrant fixing a date

at this time for the exclusion of these stocks.

A somewhat similar situation developed in connection with the rose stocks. The evidence was somewhat conflicting, showing on the one hand that for a series of years American-grown rose stocks had been satisfactory and that their use in competition with foreign stocks by growers was rapidly increasing, but, on the other hand, in 1927, difficulties developed with such stock which seemed clearly to warrant the postponement of action for such period as would be necessary to clear up and eliminate these difficulties.

It will be recalled that the conference of June 27, 1928, was in continuation of a conference on this general subject, held June 29, 1925, and that this earlier conference was called at the suggestion of Nurserymen and rose growers to consider the fixing of a possible date for the termination of further entry of foreign stocks. At that conference the American Association of Nurserymen reported a resolution, which had been adopted by that Association at its convention held in Rochester the preceding week, that it was the sentiment of the American Association of Nurserymen that no earlier date than July 1, 1930, should be tentatively set for the exclusion of foreign fruit and rose stocks. It was also recommended that, before final action should be taken by the Department of Agriculture, a further conference to consider the availability of such stocks should be

called following the meeting of the American Association of Nurserymen in June, 1928, for the purpose of determining at that time the progress made in the production of American-grown stocks as to quality and quantity.

With respect to the deferred action as to the items, Mahaleb cherry, Myrobalan plum, and rose stocks, if in the judgment of the department it should later seem possible to consider final action relative to these stocks a conference will be called, and if the information presented should warrant the department in excluding such stocks it is understood that the effective date of such exclusion will, if safety permits, be so fixed as to allow a reasonable period for adjustment, both in this country and abroad.

Herbst Brothers' new catalogue of tree and shrub seeds for Nurserymen contains numerous new offerings in the line of ornamentals. Of particular interest to fruit tree growers is the report of the experiments undertaken by the imperial Japanese Agricultural Department with various types of pear seeds to determine their blight-resistant quality.

Dr. Gravatt, of the Federal Horticultural Board, says there are thirty or forty rose diseases in Europe not existent in America.

A demonstration garden is to be added to the rock garden in Hicks Nurseries, Westbury, Long Island, N. Y. A packing shed, 100 x 40 ft. has also been constructed.

Contents of Six Preceding Issues of the "AMERICAN NURSERYMAN"

Constituting in Reality Monthly National Conventions of the Nurserymen of America—The Forum of the Trade—Note the Participants—These Contents Headings Preserved in Files of the Journal Constitute a Record of Important Trade Events—For Ready Reference

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AMERICAN NURSERYMAN

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								Japanese Japanese
FIRS		Each	Each	PICEA	Size	100	1000	Dwarf Japanese
	Size	100	1000	White 0	4-6 "	4c	3c	
Arizona o	2-4 "	10c	9c	Wh'te 0	6-8 "	41c	34c	THUJA
Balsam x	4-6 "	7c	6c	White x	8-10"	10c	9c	
Balsamxx	6-8 "	10c	9c	Whitexx	10-12"	25c	20c	American
Long Needled Balsam.xx	6-8 "	10c	9c	Whitexx	12-18"	30c	25c	American
Concolor o	4-6 "	5c	4c	Black Hill Spruce o	4-6 "	41c	34c	American
Concolor x	4-6 "	20c	19c	Black Hill Spruce x	8-10"	10c	9c	Douglas Golden
Concolorxx	6-8 "	30c	271c	Engelmann Spruce o	4-6 "	43c	31c	Douglas Pyramic
Fraser x	4-6 "	7c	6c	Norway 0	4-6 "	24c	1 ac	Globosa
Nikko x	4-6 "	10c	9c	Norway 0	6-8 "	Зс	12c	Hovey
Veitch x	4-6 "	8c	7c	Norway x	6-8 "	8c	7c	Little Gem
Veitchxx	6-8 "	10c	9c	Norway x	8-10"	10c	9c	Pyramidal
				Norwayxx	8-10"	12c	11c	Pyramidal
CEDAR (Cedrus)				Norwayxx	10-12"	131c	121c	Rosenthal
Atlantica o	2-4 "	6c	Sc	Norwayxx	12-18"	161c	15c	Umbraculifera
Deodara o	2-4 "	9åc	81c	Colorado Blue o	4-6 "	43c	31c	Wareana
Cedar of Lebanon o	2-4 "	6c	Sc	Colorado Blue x	8-10"	17åc	161c	Woodward
Cedar of Lebanon o	2-4	96	96	Colorado Blue x	10-12"	20c	19c	Woodward
JUNIPERS								
Chinensis o	2-4 "	Sc	4c	PINES				BIOTA
Chinensis o	4-6 "	7c	6c	Jack 0	8-10"	3åc	21c	Aurea nana
Chinensis o	6-8 "	81c	7åc	Montana Uncinata x	4-6 "	90	8c	Bonita
Chinensisxx	10-12"	30c	130	Hill Mughoxx	4-6 "	11c	10c	Compacta
Pfitzer x	4-6 "	14c	13c	Hill Mughoxx	6-8 "	14c	13c	Pyramidalis
	8-10"	25c	24c	Austrian 0	4-6 "	4c	3c	. yramidans
Pfitzerxx	10-12"	30c	29c	Austrianx	8-10"	10c	9c	
	6-8 "	34c	24c	Ponderosa o	4-6 "	3c	2c	HEMLOCK
Communis o	8-10"	44c	34c	Ponderosa x	8-10"	8c	7c	Tsuga canadensi
Communis dep. (Pros.) o	6-8 "	71c	61c	Resinosa x	6-8 "	8c	7c	Tsuga canadensi
	8-10"	20c	17åc	Whitex	6-8 "	8c	7c	Tsuga canadensi
Communis dep. (Pros.)xx Golden Prostratexx	8-10"	45c	1130	Whitex	8-10"	10c	9c	Tsuga canadensi
	6-8 "	25c		***************************************	- 10	-00	20	
Communis dep. plumosa x Irishxx	10-12"	131c	123c					
Irishxx	10-12	1310	1230					

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COLUMN TO SERVICE	Scotch	0-0	2.0	020	
П	Scotch x	8-10"	81c	7åc	
2	PSEUDOTSUGA				
	Douglas Fir o	4-6 "	41c	31c	
S.	Douglas Firxx	10-12"	25c	221c	
	TAXUS				
_	Japanese o	4-6 "	10c	9c	
	Japanese x	4-6 "	20c	19c	
	Japanesexx	8-10"	40c		
)	Dwarf Japanese x	4-6 "	20c	19c	
	Dwart Dapanese	-			
	THUJA				
	Americanxx	10-12"	10c	8åc	
	Americanxx	12-18"	20c	19c	
	Americanxx	18-24"	25c	24c	
	Douglas Goldenxx	10-12"	20c	19c	
	Douglas Pyramidalxx	10-12"	20c	19c	
	Globosaxx	6-8 "	14c	13c	
	Hoveyxx	10-12"	20c	19c	
	Little Gemxx	6-8 "	35c		
	Pyramidalxx	8-10"	15c	14c	
	Pyramidalxx	10-12"	20c	19c	
	Rosenthal x	4-6 "	15c	14c	
	Umbraculiferaxx	6-8 "	25c	140	
	Wareanaxx	8-10"	20c	19c	
	Woodwardxx	8-10"	30c	100	
	Woodwardxx	10-12"	40c		
	Hoodward	10-12	400	we.	
				- 8	
	BIOTA		100		
	Aurea nana x	6-8 m	15c	14c	
	Bonitax	6-8 "	15c	14c	
	Compacta x	6-8 30	15c	14c	
	Pyramidalia x	6-8	15c	14c	
		. 20			
	HEMLOCK	2	10 25		
	Tsuga canadensisxx	4-6 "3/	134c	12c	
	Tsuga canadensisxx	6-8	161c	15c	
	Tsuga canadensisxx	10-12	40c	374c	
	Tanga Canadatata		5-00		



50 of same variety and size at 100 rate; 500 at 1000 rate. o—indicates never transplanted. Suitable for bedding out.

PACHYSANDRA

Each x indicates one transplanting. B&B signifies balled and burlapped.

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